

Application No. 09/813,033
Response to Office Action

Customer No. 01933

R E M A R K S

Reconsideration of this application, as amended, is respectfully requested.

THE CLAIMS

Independent claims 1, 14, and 27 have been amended to clarify that the coded image includes ID information for identifying the printed matter, and that the ID information and access information on accesses to an information resource are utilized by an issuer of the printed matter for performing marketing research for at least one of studying and analyzing the printed matter.

In addition, the claims have been amended to make various minor grammatical improvements and to correct some minor antecedent basis problems so as to put the claims in better form for issuance in a U.S. patent. All of the informalities pointed out by the Examiner have been corrected.

No new matter has been added, and it is respectfully requested that the amendments to the claims be approved and entered and that the rejection under 35 USC 112 be withdrawn.

THE PRIOR ART REJECTION

Claims 1-30 were rejected under 35 USC 102 as being anticipated by USP 6,064,979 ("Perkowski"). This rejection,

Application No. 09/813,033
Response to Office Action

Customer No. 01933

however, is respectfully traversed with respect to the claims as amended hereinabove.

According to the present invention as recited in amended independent claims 1, 14 and 27 the optically readable code image printed on the printed matter includes not only the URL of an information resource relating to the printed matter, but also ID information for identifying the printed matter. And according to the present invention as recited in amended independent claims 1, 14 and 27, when the information resource corresponding to the URL is accessed by an access device via the Internet, the ID information and access information related to accesses to the information resource are utilized by an issuer of the printed matter for performing marketing research for at least one of studying and analyzing the printed matter.

By contrast, Perkowski merely discloses a technique for enabling a general user to read a bar code (UPC code) on a product, and to obtain various information on a product from an information resource on the Internet specified by the bar code. That is, Perkowski merely discloses providing a bar code with which general users can obtain information on a product. This reference, however, does not at all disclose, teach or suggest providing an optically readable coded image for enabling marketing research to be conducted as according to the claimed

Application No. 09/813,033
Response to Office Action

Customer No. 01933

present invention. Therefore, in Perkowski, the provider of the product cannot use the bar code to study or analyze the attention paid to or responses regarding a product, and cannot carry out marketing research on the product.

By contrast, according to the present invention as recited in amended independent claims 1, 14 and 27, the optically readable code image printed on the printed matter includes ID information for identifying the printed matter as well as the URL of an information resource relating to the printed matter, so that when the information resource corresponding to the URL is accessed by an access device, the ID information and access information related to the accesses to the information resource can be utilized by an issuer of the printed matter for performing marketing research for at least one of studying and analyzing the printed matter. Thus, with the technique of the claimed present invention, the provider of the product can carry out marketing research efficiently.

In view of the foregoing, it is respectfully submitted that amended independent claims 1, 14 and 27, as well as each of claims 2-13, 15-26 and 28-30 respectively depending therefrom, clearly patentably distinguishes over Perkowski under 35 USC 102 as well as under 35 USC 103.

Application No. 09/813,033
Response to Office Action

Customer No. 01933

RE: INFORMATION DISCLOSURE STATEMENT

It is respectfully requested that the Examiner act on the Information Disclosure Statement filed March 20, 2001, and return an initialed copy of the Form PTO 1449 submitted therewith to confirm that the publications listed therein have been considered and made of record. A copy of said Information Disclosure Statement filed March 20, 2001 is available in the USPTO IFW system.

* * * * *

Entry of this Amendment, allowance of the claims and the passing of this application to issue are respectfully solicited.

If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned for prompt action.

Respectfully submitted,

/Douglas Holtz/

Douglas Holtz
Reg. No. 33,902

Frishauf, Holtz, Goodman & Chick, P.C.
220 Fifth Avenue - 16th Floor
New York, New York 10001-7708
Tel. No. (212) 319-4900
Fax No. (212) 319-5101

DH:nps/db
encs.